CLAIMS

What is claimed is:

5   1. A computer program product having a plurality of program steps to be executed on a

computer to receive and route credit application information, said program product

comprising:

means for receiving a credit application from at least one remote application input

10   location;

means for selectively forwarding said received credit application to one or more funding

sources;

15   means for receiving a funding decision from said one or more funding sources;

means for receiving content from said one or more funding sources; and

means for delivering said content to said at least one remote application input location.

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2. A computer program product as in claim 1, further comprising:

means for receiving from said one or more funding sources content targeted to select one(s) of said at least one remote application input location; and;

means for delivering said targeted content to said select one(s) of said at least one remote

5   application input location.

3. A computer program product as in claim 1, wherein content is selected from the group consisting of product information, new and used vehicle RATE PROGRAM pricing and announcement messages.

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4. A computer program product as in claim 1, further comprising means for generating at least one defined group of said one or more funding sources wherein said content is delivered to said at least one defined group.

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5. A method for receiving and routing credit application information, comprising the steps of:

receiving a credit application from at least one remote application input location;

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selectively forwarding said received credit application to one or more funding sources;

receiving a funding decision and content from said one or more funding sources;

receiving content from said one or more funding sources; and

delivering said content to said at least one remote application input location.

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6. A method as in claim 5, further comprising the steps of:

receiving from said one or more funding sources content targeted to select one(s) of said

10   at least one remote application input location; and;

delivering said targeted content to said select one(s) of said at least one remote

application input location.

15   7. A method as in claim 5, wherein said content is selected from the group consisting of

product information, new and used vehicle RATE PROGRAM pricing and

announcement messages.

8. A method as in claim 5, further comprising the steps of designating at least one

20   defined group of said one or more funding sources and delivering said content to said at

least one defined group.

9. An apparatus for receiving and routing credit application information, comprising:

a processor configured to:

5   receive a credit application from at least one remote application input location;

selectively forward said received credit application to one or more funding sources;

receive a funding decision from said one or more funding sources;

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receive content from said one or more funding sources; and

deliver said content to said at least one remote application input location.

15   10. An apparatus as in claim 9, wherein said processor is further configured to:

receive from said one or more funding sources content targeted to select one(s) of said at

least one remote application input location; and;

20   deliver said targeted content to said select one(s) of said at least one remote application

input location.

11. An apparatus as in claim 9, wherein said content is selected from the group consisting of product information, new and used vehicle RATE PROGRAM pricing and announcement messages.

5   12. An apparatus as in claim 9, wherein said processor is further configured to generate at least one defined group of said one or more funding sources and distribute said content to said at least one defined group.

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